



## **The German Market for Golf Apparel and Shoes**

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### **Summary**

The German golf apparel/equipment market reached USD 150 million in 2003, and steady growth is expected over the next few years. German consumers spent USD 45.5 million on Golf apparel including footwear and gloves, of which 22% came from the United States. USD 104.5 million, were spent on golf equipment such as golf clubs; golf irons; golf bags; golf balls, and putters.

German companies, especially high-end apparel and footwear manufacturers, report improving business, despite the current sluggish economic climate. U.S. products continue to be trendsetters in the sportswear field, as "American lifestyle" products, including golf apparel and footwear, are winning ever more popularity. According to a survey by the German Leisure Industry Institute, more than 480,000 Germans were playing golf in 2004, an increase of 5.7% over 2003. As golf becomes increasingly popular, U.S. suppliers of golf apparel, golf shoes and gloves are well situated to build on their position as Germany's leading source for gold equipment imports. The German market for golf apparel, shoes and gloves is estimated at USD 45.5 million, and is experiencing annual growth of approximately 2,5%. Within the sportswear segment, golf-related apparel is the fastest growing sector in Germany.

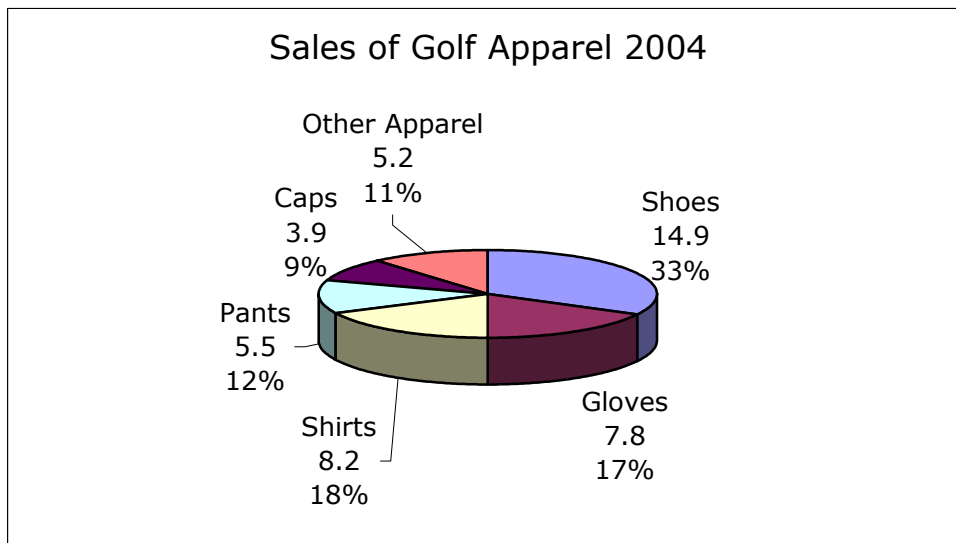
### **Market Overview**

Statistical data was obtained from the Deutscher Golf Verband (German Golf Association) and the Bundesverband Textil Einzelhandel (Federal Association of the German Textile Retail Trade).

In 2004, the German market for golf apparel, golf shoes and golf gloves was estimated at USD 45,5 million, an increase of 2.5 % over 2003. Of the total market, apparel accounted for USD 22.8 million; golf shoes for USD 14.9 million; and gloves for USD 7.8 million. In general, every product category in the golf sector reported sales increases between 1.5% and 5.4%. Golf apparel is expected to achieve an increase of 2.1% in 2005; golf shoes are estimated to increase by 4%; and golf gloves sales should even see a growth rate of 5.4% in 2005.

German exports in the golf fashion sector totaled USD2.5 million in 2004, and imports were a steady USD 38.1 million, 22% or USD 8.4 million thereof coming from the United States. The German golf fashion market is expected to grow over the next few years by about 2 to 3% annually. American-made golf fashion enjoys very good brand recognition and the upscale German market offers excellent sales opportunities for US golf fashion exporters.

Chart 1: Sales of Golf Apparel in Germany in 2004 (in USD million)



### End-User Profile

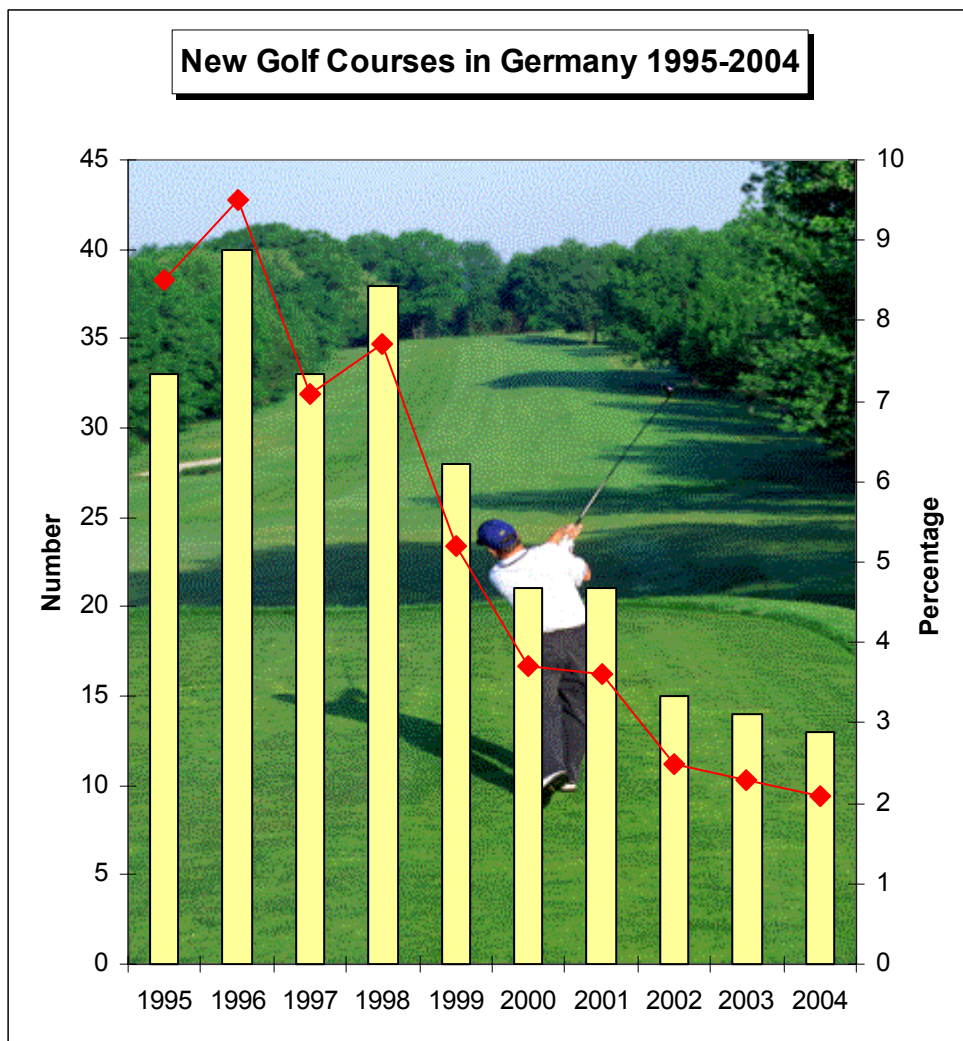
In 2004, Germany counted over 480,000 golf players. Leading German golf magazines report that the average German player is between 30 and 59 years of age, and belongs to the upper income group. Germans are just starting to be interested in golf, which correlates with the increasing availability of golf clubs and golf courses. Unlike in the United States, golf is not a "public" sport in Germany and most golf players are members of more or less expensive golf clubs. The number of beginners is remarkable and many golf clubs offer special orientation courses to newcomers for a reduced fee. According to industry specialists, two out of three new golf players are women. But only 38% of women who buy golf apparel actually play golf. People are buying golf clothes for multi-use, as a way to make casual clothing "dressier." Famous fashion designers such as John Galiano and Karl Lagerfeld are designing funky golf apparel lines that are not just for the fairway. Lagerfeld's latest collection is a golf line in his classic signature black and white.

German golf players are customers of high-end golf fashion. Contrary to other apparel sectors, quality and style are of higher importance than price. U.S. manufacturers of high quality and fashionable styles will find a promising and solid market in Germany.

Chart 2: Golf Players in Germany



Chart 3: New Golf Courses in Germany



### Competitive Analysis

German apparel manufacturers, especially in the upper levels, reported improving business in 2004. Despite the sluggish economic climate, U.S. products continue to be trendsetters in the sportswear field, as “American lifestyle” products, including golf fashion, are winning ever more popularity. Innovation in performance fabrics has an effect on the whole industry sector. Examples are UV protection, anti-microbial treatments, and Teflon stain resistance. Ecologically friendly products have a strong competitive advantage in the German apparel market. Labels indicating eco-friendly fabrics become increasingly important and key purchasing factors. American-made golf shoes and gloves are also quite popular, and U.S. suppliers of Gore-Tex rain gear and cold weather gloves find a ready market in Germany.

The textile and apparel sectors play important roles in the European manufacturing industry with a turnover in 2004 of almost USD 200 billion produced in roughly 177,000 enterprises employing more than two million people – and 2.7 million after EU enlargement in May 2004. Textiles and clothing account for around 4% of total manufacturing value and 7% of manufacturing employment in the EU. German and other European suppliers, who are able to match local preferences in style and fabric such as Adidas; Bogner; Boss; and Lacoste dominate the EU market.

## Market Access

The general import climate for U.S. golf clothing is good and not handicapped by quotas. As in most other sports fashion sectors, the climate for imported products is favorable. Custom duties for golf clothing item range from 12 to 14 %. A 14% customs tariff is levied on sportswear (trousers, jackets, shirts). The Harmonized System Code Number is 6203. Apparel products must be labeled with fiber content information.

The products must be labeled stating U.S. origin and fiber contents. Shipments must be accompanied by a Certificate of Origin, which can be secured through a local Chamber of Commerce in the United States. U.S. exporters face high freight and handling costs, in addition to customs tariffs; by contrast, imports from within the European Union enter Germany duty-free. A 16% import turnover tax must be paid on the landed cost (value of shipment + freight + insurance (c.i.f.) + duty), which is passed on to the end-user as a Value Added Tax (Mehrwertsteuer). The VAT rate also applies to locally manufactured goods.

In addition to a continued market presence, including regular participation in trade fairs, successful U.S. exporters will establish a sales office with warehousing in Germany. The commission in this product sector generally ranges between 7%-14% depending on merchandise price levels, sales volume, and customer base.

U.S. exporters should quote C.I.F. prices for a German port of entry when making offers to German companies. However, U.S. exporters cannot compete on price alone. Producers of brand-name apparel and shoes should plan on substantial market penetration costs to achieve the identification required to produce high sales and margins. To secure a better foothold in the European Market, U.S. exporters should also consider joint venture or licensing agreements.

## Standards

The EU is a customs union that provides for free trade among its 25 member states-- Belgium, France, Germany, Italy, Luxembourg, the Netherlands, Denmark, Ireland, the United Kingdom, Greece, Spain, Portugal, Austria, Finland, Sweden, Estonia, Latvia, Lithuania, Poland, Czech Republic, Slovak Republic, Hungary, Cyprus, Malta and Slovenia. The EU levies a common tariff on imported products entered from non-EU countries. The EU also has a common agricultural policy, joint transportation policy, and free movement of goods and capital within the member states. Other aspects of commercial activity are being harmonized. By virtue of the Belgium-Luxembourg Economic Union (BLEU), Belgium and Luxembourg are considered a single territory for the purposes of customs and excise.

European Union standards created in recent years under the "New Approach" are harmonized across the 25 EU member states and European Economic Area (EEA) countries in order to allow for the free flow of goods. EU Standards setting is a process based on consensus initiated by industry or mandated by the European Commission and carried out by independent standards bodies, acting at the national, European or international level. Many standards in the EU are adopted from international standards bodies such as the International Standards Organization (ISO). The drafting of EU standards related to textile and apparel products is handled by [CEN \(European Committee for Standardization\)](#). CEN standards are sold by the individual member states standards bodies, as well as through the [American National Standards Institute \(ANSI\)](#). See the [CEN website](#) for information on work in the pipeline for future standardization.

### Dye Standards:

On September 11, 2003, [EU Directive 2002/61/EC](#) came into force, restricting the marketing and use of certain dangerous substances used in textiles. The Directive states that Azodyes, which may release certain aromatic amines in detectable concentrations above 30 ppm in the finished articles or in the dyed parts may not be used in textile and leather articles which may come into direct and prolonged contact with the human skin or oral cavity, such as:

clothing, bedding, towels, hairpieces, wigs, hats, nappies and other sanitary items, sleeping bags,

footwear, gloves, wristwatch straps, handbags, purses/wallets, briefcases, chair covers, purses worn round the neck,

textile or leather toys and toys which include textile or leather garments, yarn and fabrics intended for use by the consumer.

The following test method standards for textile products have been established by CEN, the European Committee for Standardization:

- 1) EN 14362-1:2003: Textiles - Methods for the determination of certain aromatic amines derived from azo colorants - Part 1: Detection of the use of certain azo colorants accessible without extraction;
- 2) EN 14362-2:2003: Textiles - Methods for determination of certain aromatic amines derived from azo colorants - Part 2: Detection of the use of certain azo colorants accessible by extracting the fibers.

These standards may be obtained for a fee, from any of CEN's national bodies in 22 countries (the EU-15 plus the Czech Republic, Hungary, Iceland, Malta, Norway, Slovakia and Switzerland). National bodies' contact details are available on the [CEN website](#).

Directive 2003/03/EC bans the marketing and use of a chromate-based azo dye (blue colorant) for textiles from June 30, 2004. Details are available on the European Commission-Enterprise website:

CEN – European Committee for Standardization  
Rue de Stassart 36  
B – 1050 Brussels, Belgium  
Tel: 011 [32] 2 550 08 25 / 550 08 11; Fax: 011[32] 2 550 08 19  
<http://www.cenorm.be>

European Commission  
Enterprise Directorate - General  
Rue de la Science 15  
B – 1040 Brussels, Belgium  
Tel: 011 [32] 2 299 56 72; Fax: 011 [32] 2 299 16 75  
[http://europa.eu.int/comm/enterprise/standards\\_policy/](http://europa.eu.int/comm/enterprise/standards_policy/)

## Trade Promotion Opportunities

### Major Trade Publications

Name	Golf Time
Address	Truderingerstrasse 302
Zip	81825
City	Munich
Country	Germany
Telephone	011 [49] [89] 42718181
Fax	011 [49] [89] 42718171
Website	<a href="http://www.golftime.de">www.golftime.de</a>
Email	<a href="mailto:redaktion@golftime.de">redaktion@golftime.de</a>
Contact	Mr. Oskar Brunnthaler
Name	Golf Aktuell
Address	Indersdorfer Strasse 62
Zip	80689
City	Munich
Country	Germany
Telephone	011 [49] [89] 5468540
Fax	011 [49] [89] 5804439
Website	<a href="http://www.golf-aktuell.de">www.golf-aktuell.de</a>
Email	<a href="mailto:golf-aktuell@web-arte.de">golf-aktuell@web-arte.de</a>
Contact	Mr. Fred Koenig
Name	Golf Club Magazin
Address	Hohenzollernstrasse 33
Zip	30161
City	Hannover
Country	Germany
Telephone	011 [49] [511] 337010
Fax	011 [49] [511] 311043
Website	<a href="http://www.golf-club.de">www.golf-club.de</a>
Email	<a href="mailto:golfclub-magazine@t-online.de">golfclub-magazine@t-online.de</a>
Contact	Ms. Claudia Kopp
Name	Golf Journal
Address	Schleissheimer Strasse 14
Zip	80797
City	Munich
Country	Germany
Telephone	011 [49] [89] 55241120
Fax	011 [49] [89] 55241121
Website	<a href="http://www.golf.de/journal">www.golf.de/journal</a>
Email	<a href="mailto:intermag@golf.de">intermag@golf.de</a>
Contact	Mr. Stefan Engert
Name	Golf Magazin
Address	Jessenstrasse 1
Zip	22767
City	Hamburg
Country	Germany
Telephone	011 [49] [40] 38906231
Fax	011 [49] [40] 38906304
Website	<a href="http://www.golfdigest.de">www.golfdigest.de</a>
Email	<a href="mailto:golfmagazin@jahr-tsv.de">golfmagazin@jahr-tsv.de</a>
Contact	Ms. Claudia Kopp

## Trade Fairs

Participation in international trade fairs in Germany is an excellent vehicle for entry into this highly competitive market. The following fairs represent strong opportunities for exposure to buyers from all over the world and serve as international meeting places for the industry.

Event ISPO: International Trade Fair for Sports Equipment and Fashion  
Site Munich  
Dates February and August every year  
Organizer Messe Muenchen GmbH  
Messegelaendeplatz  
D-80325 Munich  
Tel: 011[49][89] 949 20150  
Fax: 011[49][89] 949 20159  
E-Mail: [ispo@messe-muenchen.de](mailto:ispo@messe-muenchen.de)  
Website: [www.ispo.de](http://www.ispo.de)

The official representative of the Messe Muenchen GmbH in the U.S. is:

Munich International Trade Fairs  
German American Chamber of Commerce, Inc.  
12East 49<sup>th</sup> Street, 24<sup>th</sup> Floor  
Phone [212] 974-1880-2653  
Fax [212] 262-6519  
Contact Ms. Marlies Osmers  
E-mail [mosmers@munich-trade-fairs.com](mailto:mosmers@munich-trade-fairs.com)  
Website [www.gaccny.com](http://www.gaccny.com)

Event FIBO  
Site Essen  
Date May 27-30, 2006  
Organizer Reed Exhibition Deutschland GmbH  
Project FIBO  
Voelklinger Strasse 4  
D-40219 Dusseldorf  
Germany  
Phone 011 [49][211] 90191-131  
Fax 011 [49][211] 90191-578  
Contact Mr. Olaf Tomscheit, Director  
E-mail [otomscheit@reedexpo.de](mailto:otomscheit@reedexpo.de)  
Website [www.fibo.de](http://www.fibo.de)

The official representative of the FIBO fair in the United States is:

Kallmann Associates, Inc.  
20 Harrison Ave.  
Waldwick, NJ 07463-1709  
Phone [201] [652] 7070  
Fax [201] [652] 3898  
Contact Mr. Jerry Kallman, Jr.  
E-mail [jerry@kallmaninc.com](mailto:jerry@kallmaninc.com)  
Website [www.kallmaninc.com](http://www.kallmaninc.com)



Event Golf Europe – International Trade Fair for Golf  
Site Munich  
Date October 2-4, 2005  
Organizer Messe Muenchen GmbH  
Messegelaende  
D-80325 Muenchen  
Phone 011 [49] [89] 949-20180  
Fax 011 [49] [89] 949-20179  
Contact Mr. Armin Wittmann  
E-mail [wittmann@messe-muenchen.de](mailto:wittmann@messe-muenchen.de)  
Website [www.messe-muenchen.de](http://www.messe-muenchen.de)

### Key Contacts

Name Deutscher Golf Verband (German Golf Association)  
Address Viktoriastrasse 16  
Zip 65189  
City Wiesbaden  
Country Germany  
Telephone 011 [49] [611] 99020-14  
Fax 011 [49] [611] 99020-25  
Website [www.golf.de](http://www.golf.de)  
E-mail [mg@dgv.golf.de](mailto:mg@dgv.golf.de)  
Contact Mr. Klaus Dallmeyer, CEO

### For More Information

Name U.S. Commercial Service  
Address American Consulate General  
Willi-Becker Allee 10  
Zip 40227  
City Düsseldorf  
Country Germany  
Telephone 011 [49] [211] 737 767 70  
Fax 011 [49] [211] 737 767 67  
E-mail [birgit.hesse@mail.doc.gov](mailto:birgit.hesse@mail.doc.gov)  
Contact Birgit Hesse

The U.S. Commercial Service Germany can be contacted via e-mail at: [frankfurt.office.box@mail.doc.gov](mailto:frankfurt.office.box@mail.doc.gov), website: <http://www.buyusa.gov/germany/en/>.

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